

Trade Invest Monthly

Hawaii's International Business Network

State of Hawaii

Department of Business, Economic Development & Tourism

To receive the Trade Invest Monthly by Email, please send your request to: tradeinvest@dbedt.hawaii.gov

International Notices

Hawaii - Global Islands: Lessons in Exporting

This seminar will feature Hawaii's "Governor's Exporter of the Year" award winners, export success stories and strategies. It is sponsored by DBEDT, U.S. Small Business Administration, Hawaii Small Business Development Center Network, Honolulu Japanese Chamber of Commerce, and the U.S. Department of Commerce.

Speakers:

- Seiji F. Naya, Director, DBEDT
- Martin Lealander, Lead Loan Officer, U.S. Export Assistance Center (USEAC), Long Beach, California

Panelists:

- Barbara Brundage, President, Pacific Stocks, Inc.
- Robert T. Deneve, President, Hawaiian Phoenix, Inc.
- Bruce Kim, Chief Tech. Officer, Inovaware Corporation
- Anne Mapes, President Belt Collins Hawaii
- Chris Resich, President, Pomare Ltd.

Special Guest:

- Jo Ann Johnston, Marketing Coordinator, Hawaii Export Nursery Association

The seminar details are as follows:

DATE: Tuesday, June 20, 2000
TIME: 7:30 a.m. - 9:30 a.m.
PLACE: Japanese Cultural Center of Hawaii
2454 S. Beretania St., Honolulu
COST: \$20 (includes breakfast), \$2 validated parking
Registration deadline is Thursday, June 15, 2000.

For more information contact Winona Chin of the SBDC, Tel: (808) 522-8131 or register with the Honolulu Japanese Chamber of Commerce of Hawaii at Tel: (808) 949-5531 Fax: (808) 949-3020.

Space Still Available for Vietnam Trade Mission

Hawaii companies looking to increase business with Vietnam still have time to sign up for an important business opportunities mission.

DBEDT and the Vietnamese-American Chamber of Commerce (VACCH) will sponsor a trade mission during June 11-23, 2000. The mission will target key business sectors and specific opportunities identified during last year's mission: tourism planning and training; hospitality management; business training; agriculture and aquaculture; environmental management; and important export opportunities.

For more information contact: Richard Bahar of DBEDT, Tel: (808) 587-2769, Fax: (808) 587-2787 or Email to

rb@dbedt.hawaii.gov; or Mike Blackwell of VACCH at Tel: (808) 737-3556 or Fax: (808) 734-2315.

Vietnam Trade Mission to Visit Hawaii

DBEDT and the Vietnamese-American Chamber of Commerce (VACCH) are assisting the Sixth Trade Mission to the U.S. from Vietnam.

The mission, which is being organized by the Vietnam Chamber of Commerce and Industry, will be visiting Hawaii on May 28 - 30, 2000. The 27 delegates are eager to hold meetings with local businesses, particularly those engaged in such sectors as textiles and garment manufacturing, ceramics, plastics, handicrafts, packaging, electronics, electrical equipment, food processing, medical equipment, seafood and various consumer goods.

To meet with mission members, contact: Richard Fassler of DBEDT, Tel: (808) 587-2769, or Email to rfassler@dbedt.hawaii.gov; or Mike Blackwell of VACCH, Tel: (808) 737-3556 or Fax: (808) 734-2315.

Business Opportunities In Micronesia

DBEDT, the United States/Pacific Island Nations Joint Commercial Commission (JCC), and the Pacific Islands Development Program of the East-West Center will sponsor an intensive workshop on Business opportunities in Micronesia.

Sessions will be conducted on joint venture possibilities, direct capital investment, importing and exporting of goods and services, privatization of government-owned services, needs for technology and educational services, and capital improvement projects. This includes discussions on the vital information needed to do business in the Federated States of Micronesia, Kiribati, Marshall Islands, Nauru and Palau. Micronesia countries have a need for investment in agriculture, eco-tourism, fisheries and aquaculture, alternative energy and waste management, health care, transportation, telecommunications, environmental services and education.

DATES: July 11-12, 2000
TIME: July 11, 2000
Registration: 7:45 a.m. - 8:00 a.m.
Sessions 8:30 a.m. - 5:30 p.m.
Reception: 6:30 p.m. - 8:30 p.m.
July 12, 2000
Sessions: 8:30 a.m. - 5:00 p.m.
PLACE: Radisson Waikiki Prince Kuhio Hotel
COST: \$90 Two-day (2 lunches / reception)
\$50 One day (1 lunch / reception)
DEADLINE: June 30, 2000
NOTE: One- and two-day registration is available.

Space is limited.

For additional information and to register call Scott Kroeker at
Tel: 808-944-7721, Fax: (808) 944-7670,
Email: kroekers@EastWestCenter.org, or visit the website at
<http://pidp.ewc.hawaii.edu/jcc/workshop>

e-commerce Seminar

DBEDT, the University of Hawaii College of Business Administration, and Matson Navigation Company Chair of Global Business are sponsoring a seminar that will take a first-hand look at rapidly-changing technologies and impacts on Internet-based business and practical insights into opportunities and challenges for businesses today.

Lecture topics are as follows:

- E-commerce Strategy: What's new? Do's and Don'ts
- Technology requirements for e-commerce
- E-marketing and management of e-businesses
- Integration of e-commerce to existing MIS

DATE: June 29, 2000

TIME: 8:15 a.m. to 4:15 p.m.

PLACE: Ala Moana Hotel

COST: \$95 / person by June 15, 2000

\$125 / person after June 15, 2000

For more information or to register call: (808) 956-7430/7173;
Email: ec@cba.hawaii.edu or go to
the website at: ec.cba.hawaii.edu/ec2000

Hawaii Network Notices

Listed below is an inquiry from a Hawaii-based company regarding international trade activities in the Hawaii market. The posting contents are strictly from the individual companies, and the Department of Business, Economic Development & Tourism (DBEDT), Business Development and Marketing Division (BDMD) do not publicly endorse the company in any way. For Network guidelines, please contact the Product Trade Branch at 587-2584.

"VegiWash" for Japan and Taiwan Markets

A Hawaii-based company is looking for distributors, wholesalers, and buyers in Japan and Taiwan for "VegiWash," a biodegradable, organic fruit and vegetable wash. Removes up to 97% of the contaminants from the surface of fruits and vegetables. The product is designed to remove pesticides, herbicides, fungicides, waxes, dirt, and oils left on fruits and vegetables.

Contact: Dennis Y. Suzuki, Suzuki's Ice Castle, Mfg., Division of Suzuki Industries, 238 North School Street, Honolulu, Hawaii 96817-3166. Tel/Fax: (808) 533-1166.

Worldwide Market Reports

Due to the large number of requests for reports, we have made the request process easier to better serve you. Complete the request form at the end of the newsletter and Fax to (808) 587-3388, or send an Email message to: tradeinvest@dbedt.hawaii.gov

Taiwan - Hotel Architectural Service Industries

The U.S. & Foreign Commercial Service reports that Taiwan's market for hotel architectural services continues to offer excellent business opportunities for U.S. firms.

The market size for architectural and engineering services reached \$66.5 million in 1998, and within this industry, the hotel architectural service sub-sector is expected to expand. Key points of the report are as follows:

1. According to Taiwan's Tourism Bureau, 32 international hotels (8,380 rooms) are planned for construction during 1999 and 2000;
2. The expected surge of domestic demand for tourist accommodations has been driven by a new weekend policy for all government entities and a majority of private enterprises to take the second and fourth Saturdays off;
3. Local Taiwanese are realizing they do not have to leave the island to take extended vacations. While more than 6.16 million people went abroad in 1998, improvements in the quality and diversity of domestic tourism has resulted in decreasing numbers of tourists traveling abroad in 1998 (a decline for the first time in 10 years), while boosting the occupancy of tourist hotels by 24% over 1997;
4. To capitalize on the growing industry, large-scale hotel development projects are under construction, combining recreational parks, hotels, shopping center, dining facilities, and family entertainment centers;
5. There is a demand for advanced engineering design technologies in industrial park planning and development, large-scale shopping malls, environmental protection and pollution control, power plants, township planning, and recreational and leisure resorts; and
6. Foreign products and services are highly regarded by Taiwan's buyers, and the bid for this market is highly competitive among the U.S., Japan, and European firms.

For a copy of the report, complete the request form and fax to (808) 587-3388.

Canada - Business Travel to the U.S.

The U.S. and Foreign Commercial Service recently published a report focusing on business travel from Canada to the U.S., and highlighted opportunities in this growing market sub-sector.

The key points are as follows:

1. In 1998, 2.97 million visitors traveled to the U.S. on business, accounting for 16% of all Canadian travelers;
2. Canadian business travel to the U.S. was up 8.9% in 1998 while overall travel from Canada to the U.S. was down 11%;
3. Biggest destinations for the Canadian business traveler in 1998 include the South Atlantic, East North Central, Middle Atlantic, and Pacific census regions (a breakdown by region is provided);
4. Major competing international destinations for Canadian business travel include London, Paris, Frankfurt, Tokyo, and Hong Kong; and
5. One of major challenges for the U.S. travel industry is to develop new products and services to make business travel more convenient and enjoyable. Two main types of products and services are: a) convenient, timesaving measures; and b) value-driven and loyalty programs.

For a copy of the report, complete the request form and fax to (808) 587-3388.

Korea – Seafood Market Annual Report

The U.S. Department of Agriculture reports that Korea's imported seafood market provides good opportunities for U.S. fish products. For companies new to the market, the key market indicators include:

1. Korea imported a record high 704,000 metric tons of seafood in 1999;
2. Total imports of fishery products into Korea amounted to over US\$1 billion in 1999, up 109% from US\$499 million in 1998;
3. Fishery product imports from the U.S. increased by 56% to US\$120 million in 1999, up from US\$77 million in 1998;
4. Major competition for the Korean seafood market is China, Russia, Japan, and the South East Asian countries;
5. Fish imports into Korea were completely liberalized in 1997;
6. To help meet the Korea/Japan fishery accord, the Korean government has accelerated the downsizing of Korea's fishing fleet. This limits the growth potential of the domestic seafood production, and Korean suppliers are looking for alternative fish sources; and
7. General tariffs are 10% for live fish, 20% for fresh/chilled fish, 10% for frozen fish, and 20% for dried/salted/smoked fish. However, there is an adjustment tariff used by the Korean government to protect the domestic industry since full liberalization of fish imports in 1997. It currently applies to 14 fishery products (frozen shrimps and prawns fall under the adjustment tariffs). Tariffs are assessed on an *ad valorem* basis based on the CIF value on the import declaration.

For a copy of the report, complete the request form and fax to (808) 587-3388.

Japan - Children's Wear

The Japan External Trade Organization's recent publication, the "Japanese Market Report", focuses on "Children's Wear."

In summary, in 1998 the children's wear market in Japan is estimated at 1,134.5 billion yen. Although the average number of children per household reached an all-time low of 1.38 children in 1998, the large number of baby-boomers reaching childbearing age will create a growth market. As a result, the overall market for children's wear is expected to reach a high in 2004.

With the growing cost of production in Japan, the Japanese clothing manufacturers are increasingly moving their production overseas, particularly into China and Korea. This accounts for the large percentage of imported products from those markets - China (74%), and Korea (14%). However, European and American products with bright color schemes and good designs also sell well in Japan.

The report provides the following market background details:

1. Market trend – market scale, trends in domestic production, trends in overseas production;
2. Import system and related laws and regulations – tariffs, standards, restrictions;
3. Distribution and trade practices – retail prices, margins;

4. Advice – market trends and needs, patterns of market entry; and
5. Trade fairs and exhibitions.

For a copy of the report, complete the request form and fax to (808) 587-3388.

Agricultural Exporter Guides

The U.S. Department of Agriculture has published two additional exporter guides to assist U.S. agriculture companies enter foreign markets.

The most recent reports focus on the **Philippines** (12 pages) & **Thailand** (28 pages) markets, and cover the following topics:

1. Market overview – economic trends and outlook;
2. Exporter business tips;
3. Market sector structure and trends – retail sector, foodservice sector;
4. Best high-value product prospects;
5. Key contacts and further information.

For a copy of the report, complete the request form and fax to (808) 587-3388.

Japanese Food Manufacturers Postpone Commercialization of Genetically Modified Foods

With the growing consumer anxiety in Japan over the safety of genetically modified (GM) products, the U.S. Department of Agriculture reports that six major Japanese food manufacturers carrying out research on GM products announced that they will postpone the commercialization of GM foods.

The six companies are Japan Tobacco (rice), Mitsubishi Chemicals (rice), Mitsui Chemicals (rice), Takii Nursery (cauliflower), Kirin Brewery (tomato), and Kagome (tomato).

These companies determined that the spreading anxiety in Japan over the GM products' safety would hurt their corporate image. GM product development will resume when the Japanese consumer perceives GM products are safe.

Hawaii companies selling food products to the Japan market may wish to further promote their products as non-genetically modified, or adjust their raw material source if the materials used are genetically modified.

For a copy of a report, complete the request form and fax to (808) 587-3388.

Korea – Golf Equipment

The U.S. & Foreign Commercial Service reports that the Korean golfing sector is experiencing double-digit growth in sales.

In addition to the booming economy, other factors such as the recent victory of Se Ri Pak on the LPGA tour, and the pledge of Korean President Dae-Jung Kim to build more golf courses, have made golfing an acceptable recreational pursuit in Korea once again.

In 1999, the total market size of the Korean golf industry was US\$217 million, with imports making up \$75.9 million (35%) of the total. Japan is the leading source of imported golf equipment closely followed by the U.S.

The cumulative taxes – about 90% of the CIF price, affects the importation of golf products because golf equipment is considered a luxury product.

In spite of the high taxes, high-quality foreign brands have done well in the Korea market since the high-end market segment has always had a demand, and they are willing to pay the higher prices.

Importers of medium- to lower-end golf products will need aggressive market-entry strategies, as consumers in this market segment are very price-conscious.

For a copy of a report, complete the request form and fax to (808) 587-3388.

Offers

The trade opportunities listed come directly from the company or trade organization. DBEDT does not endorse these companies or organizations. Please do your own background check before entering into any business negotiation.

Offers to Buy

A foreign investment consulting and business service company in Shanghai, China, would like to contact Hawaii companies interested in the China market. Contact Leo Wu, Shanghai Fullcomp Business Service Company, A 310 585 Gu Bei Road, Shanghai P.C. 200051, P.R. China; Tel: (86-21) 62591367; Fax: (86-21) 62591356; Email: fullcomp@sh163a.sta.net.cn

Offers to Sell

Company in the Philippines is looking for buyers of its antique reproduction, gift products, housewares, gardenware, and resin figurines. Contact JBR Collective Trade International Inc., Tel: 63-2-8516025; Fax: 63-2-8528719; Email: jbr@info.com.ph

A manufacturer/exporter in the Philippines is looking for buyers of its bags, which are made of indigenous materials and leather. Contact: Donna Vida M. Abrina at Zethor, Inc. Tel: 63-2-893-1023; Fax: 63-2-887-6471; Email: zethor@info.com.ph

A manufacturer in the Philippines is looking for an importer/distributor for its product line of 100% genuine shark

liver oil, RLR Squalene. Contact: Conrado O. Venzon, president of Vital Health Enterprises, Tel: 63-2-912-6923 Fax: 63-2-911-084, Email: vhealth@skyinet.net / vitalhe@tri-sys.com

Worldwide Business Trade Shows, Conferences, and Trade Missions

International

International Business Education and Research (IBEAR) Executive Programs, University of Southern California (USC), Los Angeles, California. Due to strong demand for updated information in the business environments of Asia and Latin America, IBEAR is offering the following programs in 2000.

Doing Business with China – June 19-21, 2000

Doing Business with Japan – June 26-28, 2000

Doing Business with Mexico – July 10-11, 2000

Doing Business with Brazil & Mercosur – July 12-13, 2000

The programs will be conducted at U.S.C. Space is limited to 50 participants in each session. These programs provide an intensive forum through which practical business concerns will be discussed and shared with a faculty of experts and seasoned executives. For more information, contact Grace Korman, Tel: (213) 740-7130; Fax: (213) 740-7559; Email: iep@usc.edu

November 17-20, 2000

20th Fine Food Australia, Melbourne, Australia. It is the largest food industry show in the Australia region. Expected to attract over 20,000 qualified buyers. Products are categorized into seven different "worlds": 1) bakery; 2) confectionery; 3) dairy; 4) meat; 5) seafood; 6) equipment; and 7) drinks. For more information, contact Bob Chang or Linda Yee at Commerce Tours international, Inc., 870 Market Street, Suite 918, San Francisco, CA 94102; Tel: (415) 433-3072; Fax: (415) 433-2820; Email: Comtours@aol.com

November 19-22, 2000

7th ASEAN Food Conference 2000. Manila, Philippines. This year's theme is, "ASEAN Food Science and Technology: Moving Towards the New Millennium." Food technologists, scientists, industry managers and executives, government personnel, and educators will attend the conference from the ASEAN region and other parts of the world. Topics include scientific and technological issues and developments related to food science and technology. The conference promotes awareness of emerging technologies, trends, and opportunities in this field as it affects social and economic development in the ASEAN. For more information, contact The Secretariat, 7th ASEAN Food Conference 2000, Engr. Jose G. Bautista III, Tel: 63-2-837-2071; Fax: 63-2-837-3167;

Email: jgbautista@pacific.net.ph;

Website: home.pacific.net.ph/~itdi/

Report Request Form

Company: _____ Contact person: _____
Address: _____ City: _____ Zipcode _____
Telephone number: _____ Facsimile number: _____

Report(s) requested:

☐ Taiwan – Hotel Architectural Service Industries
☐ Korea – Seafood Market Annual Report
☐ Philippines Exporter Guide
☐ Japan GM Foods Article
Other: _____

☐ Canada – Business Travel to the U.S.
☐ Japan – Children's Wear
☐ Thailand Exporter Guide
☐ Korea – Golf Equipment Market

Please fax this completed form to (808) 587-3388, or Email your request to: tradeinvest@dbedt.hawaii.gov

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